



Oklahoma Office of Workforce Development  
900 N. Portland Ave.  
Oklahoma City, OK 73107

## MEMORANDUM – #M-02-2019

**DATE:** March 1, 2019

**TO:** Local Workforce Board Directors  
WIOA Core Partner Directors

**FROM:** Dr. Erin Risley-Baird, Executive Director

**RE:** Common Identifier Signage and Public Outreach Funding Assistance

### MESSAGE:

The Oklahoma Office of Workforce Development (OOWD) is pleased to announce the opportunity to award funds for comprehensive and affiliate center signage, in accordance with Oklahoma Workforce Development Issuance (OWDI) #20-2017, for fully certified centers, centers seeking certification within the next calendar year, as well as updates to websites and other digital assets.

WIOA Sec. 121(e)(4) and 20 CFR 678.900 requires the one-stop delivery system and all one-stop centers to include a common identifier whenever identifying products, programs, activities, services, facilities and related property, and materials. This common identifier is to be used in addition to any state or locally developed identifier.

New primary signage must adopt the branding logo with the registered trademark symbol, “Oklahoma Works® a Proud Partner of the American Job Center Network,” as the *primary joint federal and state identifier* as outlined in OWDI #20-2017. Per WIOA, each one-stop delivery system is required to include in the identification of products, programs, activities, services, facilities, and related property and materials, a federal common one-stop delivery system identifier, in addition to using any State- or locally-developed identifier.

In a local/state coordinated effort to communicate our workforce development system and the services we provide statewide to the public, the logo must be *prominently* displayed on the physical center as the primary signage with the purpose of promoting and identifying the center and the statewide system of services that are provided across local areas. Signage must meet the following requirements:

- Must be at least 4’ x 8’ in size.
- Must be an exterior sign placed outside a building.
- Must be oriented to the public way.
- May be attached to an exterior building wall, or placed as a free-standing sign affixed to the ground.
- Must be made of durable and sustainable materials, such as aluminum, acrylic, PVC, Polystyrene, or Coroplast, or other similar materials designed for long-term use. Banners,



- yard signs, magnets, and window-clings are not acceptable for primary signage.
- Must utilize the *trademarked* joint Oklahoma Works® American Job Center logo as the primary identifier and may utilize a complementary local identifier. Guidelines:
  - 70% of the sign should be reserved for the joint state/federal logo (common identifier),
  - 20% of the sign may be reserved for a complementary local identifier, and,
  - 10% of the sign may be utilized for white or blank space.
- Must not distort logos and must be in compliance with the branding policy ([OWDI #20-2017](#)) and [guide](#) (in particular, see p. 19).
- Must utilize the full-color, greyscale, black, or white joint common identifier logo. Any corresponding logos should complement the primary identifier logo, i.e. greyscale joint common identifier accompanied by a greyscale local identifier, black joint common identifier accompanied by a black local identifier, and white joint common identifier accompanied by a white local identifier. Color identifiers, as an exception, may be accompanied by a black local identifier due to difficulties in coordinating multi-color brands.

Signage that does not meet the above requirements due to extenuating circumstances, such as city code, lease restrictions, and/or existing situations that may be subject to a “grandfather clause,” must be proposed and approved by the Governor’s Council for Workforce and Economic Development, or its designee.

Each center will be referred to as an Oklahoma Works American Job Center (Insert City Name) to the public. For example, *Oklahoma Works American Job Center- Durant, or Oklahoma Works American Job Center- Stillwater*. For cities with multiple comprehensive or affiliate *Oklahoma Works American Job Centers (OKWAJCs)*, the city identifier can be replaced with a locale identifier. For example, *Oklahoma Works American Job Center- Brookwood*. All external and public communication with customers must refer to these centers by the joint common identifier, and should not be abbreviated to “OK” Works.

By July 1, the case management system, OKJobMatch, will also reflect the branding/naming changes to the centers for performance reporting to the Council and to the U.S. Department of Labor. Due to limitations provided in the electronic case management system, center names are abbreviated. For example, centers will be listed as “Okla Works – American Job Center – (locale).” Locale names that have an extensive list of characters may be shortened due to character limits.

### Stage 1:

At this time, each Local Workforce Development Area will be awarded up to \$10,000.00 to supplement the costs of branding changes as a result of WIOA. These funds must be spent on rebranding and may be spent, in accordance with 2 CFR 200, on indoor and/or outdoor signage, outreach materials, and updates to websites and other digital assets. For Centers without prominently displayed primary signage, the award must first be spent on meeting this criterion for all Comprehensive and Affiliate centers. For Centers who have already procured prominent signage, the funds may be used on the other rebranding needs mentioned above.

Local Areas that can demonstrate a minimum of a \$2,500 match from public or private funds for rebranding and/or signage, such as those demonstrated in the Infrastructure Funding Agreement or modification thereof, are eligible for an additional \$5,000.

## Stage 2:

Once primary signage for *all currently certified comprehensive centers* in an area are installed and meet compliance guidelines, local areas may apply for an additional \$10,000 that must be prioritized for additional signage of comprehensive and affiliate centers that are certified or for which a local area is seeking certification, or if already in compliance, may be used for outreach specifically tied to the rebranding of the local center within the community. Outreach may include, but is not limited to: newspapers, radio, TV, and/or other media as part of campaign to notify the public that the local Workforce Oklahoma Center (or other local identifier) is now the Oklahoma Works American Job Center- (locale), and the types of services provided therein.

## Funding Issuance

The OOWD will issue funds through a purchase order, in the OSU-OKC purchasing system. Backup documentation for expenses accrued in association with these changes must be submitted along with the invoices to the state. These funds will not be issued through OKGrants as they are not tied to a specific programmatic activity carried out in a local area.

## Accessibility Standards

All electronic and information technology procured through this award must meet the applicable accessibility standards of 36 CFR § 1194, which implements Section 508 of the Rehabilitation Act of 1973, as amended. The following Section 508 technical standards are applicable to this RFP, as a minimum: " Software Applications and Operating Systems (1194.21)" Web-based Intranet and Internet Information and Applications (1194.22) " Video or Multimedia Products (1194.24). RFPs must provide information about the ability to comply with the applicable CFR sections, referenced above, to be eligible for purchase under this RFP.

## Nondiscrimination and Equal Opportunity Assurances

All proposals submitted as a result of this award must comply with Section 188 of WIOA and 29 C.F.R. part 38, which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, or political affiliation or belief, or against beneficiaries on the basis of either citizenship status or participation in any WIOA Title I-financially assisted program or activity; Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the bases of race, color and national origin; Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities; The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs; and all other relevant regulations implementing the laws listed above. (29 CFR Part 38).

## Action Required:

Stage 1 award requests and exception requests must be received by March 29 and accompanied with the following:

- The amount of funds requested, and the amount of matching funds provided.
- A brief description of how the funds will be used in accordance with the above requirements. The description must include a list of the center locations for which signage will be procured, and a general description of the signs intended to be procured.

- If an exception is requested, a request must also be included that indicates from which of the requirements the local area wishes to be exempted, along with a rationale or the limitations that warrant such an exemption. Please note, additional information may be requested by the Council or its designee.
- If the award will be utilized for branding/outreach other than signage, a written assurance that all comprehensive and affiliate signage and communication fully meet federal and state compliance.
- If the award will be utilized for branding/outreach other than signage, a brief description of how the funds will be utilized to rebrand the center and its services to businesses and job seekers in the community must be provided.
- A written assurance that the signage will meet all requirements outlined in this memo, state policy, and the brand standards guide.
- A written assurance that the centers will be publicly communicated by their official name so that the brand may be consistently presented across the State of Oklahoma.
- A written assurance that the procured signage will be developed with the desired outcome of promoting the state and federal workforce development system for Oklahomans.
- A written assurance that funds will be obligated by June 30, 2019.

Applications should not exceed 2 pages, and can be mailed electronically to [oklaworks@osuokc.edu](mailto:oklaworks@osuokc.edu) with a carbon copy to Jeane Burruss [jeane.burruss@osuokc.edu](mailto:jeane.burruss@osuokc.edu) and [susannah.gravley@osuokc.edu](mailto:susannah.gravley@osuokc.edu). OOWD will begin the purchase order set up for applications that pass the initial screening review. Please note, applications that do not meet the initial screening review may be returned for further development. Stage 2 applications may be submitted once Stage 1 funds are fully expended, but no later than October, 31, 2019.